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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q13-Q18):

NEW QUESTION # 13

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Subscriber ID
- B. Primary key
- C. Unique Contact Identifier
- D. Unique Contact email address

Answer: C

Explanation:

In Salesforce Marketing Cloud, linking new data extensions in Data Designer to existing contact records requires using a "Unique Contact Identifier." This identifier ensures that each record in the data extension can be uniquely associated with a corresponding record in the contact database, thereby enabling accurate targeting, segmentation, and personalization. It is vital that this identifier is consistently used across data extensions to maintain data integrity and proper linkages.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 14

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process?

Choose 2 answers

- A. The email will avoid detection by various SPAM filters.
- **B. An auto-generated text version will be sent with your HTML email.**
- C. A custom text version will be sent with your HTML email.
- **D. Open and click activity are tracked in either version.**

Answer: B,D

Explanation:

When selecting "Send as Multipart MIME" during the email send process:

Activity Tracking: Both the HTML and text versions of the email allow for the tracking of opens and clicks, ensuring that engagement data is captured regardless of the version the recipient views.

Auto-generated Text Version: Alongside the HTML email, a text version is automatically generated and sent.

This ensures that recipients whose email clients do not support HTML can still receive and read the email content.

Reference: Salesforce Marketing Cloud Email Send Options

NEW QUESTION # 15

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup?

- A. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- B. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
- C. Maximum Password Length, PasswordComplexity, Unique Password, Expiration Period
- **D. Minimum Password Length, Password Complexity, Password History, Expiration Period**

Answer: D

Explanation:

Configure the business unit data retention setting to 12 months is the policy that the Marketing Cloud admin could configure in Setup.

Business unit data retention setting is a setting that allows marketers to specify how long records in data extensions should be retained at the business unit level. By configuring the business unit data retention setting to 12 months, any inactive data that is older than 12 months will be automatically deleted from the data extensions in that business unit.

NEW QUESTION # 16

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.

Where should the Marketing Cloud admin begin troubleshooting?

- **A. Contact Builder > Synchronized Data Extensions**
- B. Email Studio > Synchronized Data Extensions
- C. Contact Builder > Data Sources
- D. Automation Studio > File Transfers

Answer: A

Explanation:

To troubleshoot issues with outdated data from Sales Cloud in Marketing Cloud, the admin should:
Check Synchronized Data Extensions: Navigate to Contact Builder and review the Synchronized Data Extensions. This area shows the synchronization status and configuration between Sales Cloud and Marketing Cloud.
Data Refresh Rate: Verify how frequently the data is synchronized and ensure that the synchronization schedule meets the operational requirements, adjusting as necessary to ensure data is up to date.
Reference: Salesforce Marketing Cloud Synchronization Documentation

NEW QUESTION # 17

A publishing company has presented the following:

- * A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.
- * A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
- * The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

- **A. Automation StudioTerm**
- B. Suppression list
- **C. Data Filter**
- D. Triggered Send
- **E. Template-based emails**

Answer: A,C,E

Explanation:

For a non-technical marketing user to manage a campaign sending renewal reminders:

Data Filter: Use Data Filters to segment customers based on the expiration date included in the data file. This enables targeting customers 15 days and 7 days before subscription expiration.

Template-based Emails: Implement template-based emails to allow the marketing user to easily update and manage email content without needing technical skills or administrative rights.

Automation Studio: Utilize Automation Studio to schedule and automate the sending of these emails based on the specified criteria, streamlining campaign management.

Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION # 18

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